



Katrina Galas – Sport Strategy Consultant – In Common Consulting

Katrina Galas is a global sport strategy consultant for In Common Consulting, focused on advancing and accelerating women’s sport and active societies through purpose-led business strategies. She’s currently serving as a steering committee member of the ActiveCITY Collective - a multi-stakeholder collective engaged in elevating the active city as a positive growth driver of the active economy - and a member for the Education Steering Committee for the Sponsorship Marketing Council of Canada (SMCC).

The power of sport has transcended Katrina’s career, having a combination of brand, agency, property and team perspectives, drawing upon business and marketing strategy to create successful brand initiatives and authentic partnerships. Over the years, she has lived in Toronto, Melbourne, Vancouver, Oregon and NYC, and worked at MolsonCoors, VANOC (Vancouver 2010 Organizing Committee), Nike, GlideSlope, Sportsnet, Nielsen Sports (formerly Repucom) and the Invictus Games. At Nike, Katrina was part of the Access to Sport Global Community Impact team supporting strategic planning around the Designed to Move initiative, which leverages multi-sector strategic partnerships to encourage the world to move more. Katrina has a commerce degree from the Smith School of Business, an MBA from University of Oregon and is a graduate of the International Olympic Academy (IOA) in Olympia, Greece - she is also a certified tennis instructor and stays active by participating in many sport and outdoor activities.

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